

1 28. (Amended) The method of claim 25, wherein said
2 request includes a domain name associated with a plurality
3 of domain names, each of which includes a common domain name
4 element, and said common domain name element [can be] is
5 represented as INEEDSUBJECT.XXX, where "SUBJECT" is a subject
6 matter object and where "XXX" is a top-level extension of the
7 domain name.

1 34. (Amended) The method of Claim 1, wherein said
2 request includes a common name identifying goods or services
3 without identifying a particular provider thereof, and said
4 step of selecting further includes the step of using the
5 common name and a name linking policy to select the at least
6 one name of the at least one provider while utilizing one or
7 a combination of demographic information and geographic
8 information of the consumer.

1 36. (Amended) The system of Claim 18, wherein said [name
2 linking] module is operable to select the at least one name
3 of the at least one provider using one or a combination of
4 demographic information and geographic information.